



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: DAKOFA
Country/Region: Denmark
Name of nominated project developer: Frederiksberg Kommune
Name of nominated action: Reuse Market
Place: Frederiksberg Cityhall
Town: Frederiksberg C
Region:
Country: Denmark
Website: <http://www.genbrugsguide.dk/marked.aspx>
<http://www.genbrugsguide.dk/marked/Fotos-fra-Genbrugsmarked-2011.aspx#136>
Nominee **category**:
Dates of action: Administration/public authority

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the action

Saturday November 19 2011 a major Reuse Market was established at Frederiksberg Cityhall. The programme for the Reuse Market is available at this link: <http://www.genbrugsguide.dk/marked.aspx>.

The reuse market was opened by the Mayor Jørgen Glenthøj at 10 pm and during the day different Danish artists with focus on waste prevention entertained, including a fashion show for reused/redesigned cloth. Furthermore, 3 competitions in waste prevention knowledge were held. Approx. 16 companies and organisation were exhibiting at the market. The reuse market closed at 4 am.

Photos from the event is available at this link: <http://www.genbrugsguide.dk/marked/Fotos-fra-Genbrugsmarked-2011.aspx#136>.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

The target audience was families and many of the activities was directed to the children through plays, songs etc. to expand their knowledge on waste prevention and recycling. The audience could among other things taste “prevent food waste” menu and get a free cookbook with the recipes and watch TV spots on how to prevent waste, talk to professional repair companies.

Approx. 350 people/families participated in the reuse market.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

The reuse market nominated because of the following criteria:

- Good visibility and communicational aspects
- High quality of content and focus on waste prevention
- European reproducibility

7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the EWWR action.

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